

Supplementary File 1

Table S1. Framework for coding content and sentiment of tweets

	Variable label	Tweet content	Code*	Definition
Tweet content	TC policy-related	Is the tweet about a specific tobacco control policy/ measure (excl. THR)?	Yes	– Tweet mentions specific tobacco control policies (e.g. taxation, banning tobacco advertising and promotion, smoke-free environments) and does not mention THR
			No/ Unclear	– Tweet is clearly not about tobacco control policy, or – It is unclear whether the topic of the tweet is tobacco control policy
	NGP-related	Is the tweet about next generation nicotine products (NGPs)/ tobacco harm reduction?	Yes	– Tweet is clearly about next generation nicotine products or tobacco harm reduction (i.e. vaping, e-cigarettes and other “reduced-risk” nicotine products)
			No/ Unclear	– Tweet is clearly not about NGPs or tobacco harm reduction – It is unclear whether the tweet is about NGPs or harm reduction
	FCTC-related	Is the tweet about the Framework Convention on Tobacco Control (FCTC) more generally?	Yes	– Tweet is clearly about the FCTC, its implementation, governance, or about tobacco control more generally e.g. as a sector/ community/ concept
			No/ Unclear	– Tweet is clearly not about the FCTC, its ratification, governance, or about tobacco control as a concept/ community, or – It is unclear whether the tweet is about the FCTC or tobacco control more generally
Tweet sentiment	Informative/ neutral		Yes	– Providing information without any clear intention; neutral in tone
	Making an argument		Yes	– Making an argument; promoting a campaign, position or point of view
	Critical		Yes	– Criticising alternative points of view or people/organisations in a derogatory, abusive, political or satirical way – Exposing perceived wrongdoing or malpractice

*Coding for tweet content was not mutually exclusive i.e. a tweet could be coded as THR-related and FCTC-related, for example; coding for sentiment was mutually exclusive.

N.B. TC = tobacco control; THR = tobacco harm reduction; FCTC = Framework Convention on Tobacco Control; NGP = next generation nicotine products